



CITY OF WILLIAMSBURG

MEMORANDUM

TO: Planning Commission

DATE: August 6, 2004

SUBJECT: Commercial and Economic Development Planning and Zoning Issues

COMPREHENSIVE PLAN

The 1998 Comprehensive Plan has the following categories for Commercial and Economic Development land uses:

- **Office** – low density transitional uses between residential neighborhoods and higher intensity business uses.
- **Downtown Commercial** – promote business enterprise in the downtown. Continued use and adaptation of residential dwellings supported, but new residential construction not encouraged.
- **Corridor Commercial** – commercial and service uses primarily oriented to the automobile. Mix of retail, office, service and lodging uses on entrance corridors and major streets.
- **General Commercial** – mix of retail, office and service businesses. Used for Second Street, Williamsburg Shopping Center, Monticello Shopping Center.
- **Mixed Use** – flexibility in land use for Center City and Midtown Planning Areas. Mix of compatible business and residential uses which have a lower density and more transitional characteristics than the commercial categories, and which are more compatible with surrounding residential uses.
- **Economic Development** – mixed use employment centers with office as the dominant land use, major retail development such as a planned shopping center, multi-screen cinema complex, regional conference center or hotel, corporate headquarters, research and development.

ZONING

The associated Zoning Districts are:

- **LB-1** Limited Business Downtown District – north of Merchants Square. Mix of residential, office and commercial uses. 8 units/net acre residential.
- **LB-3** Limited Business Residential District – south of Merchants Square. Offices and related uses between residential neighborhoods and higher-intensity uses. 8 units/net acre residential.

- **LB-4** Limited Business Corridor District – Capitol Landing Road/Merrimac Trail, South Henry/199, Brookwood Drive/199, Jamestown Road/199, Strawberry Plains south of Berkeley School, Williamsburg/JCC courthouse, Williamsburg Community Hospital. Low intensity office and related uses between residential areas and more intensive uses. No residential allowed.
- **LBR** Limited Business/Residential District – Richmond Road from Brooks St. to Westover St. Low intensity office and related uses between residential areas and more intensive uses. No residential allowed.
- **B-1** Downtown Business District – Merchants Square area. Encourage mix of commercial, residential, office and institutional uses. 14 units/net acre residential.
- **PDD** Planned Development Downtown District – originally intended for City Square area, LB-1 used instead. Innovative and creative mixed use in the downtown area.
- **B-2** Tourist Business District – Capitol Landing Road, York Street, Jamestown Road/199, Richmond Road west of Ironbound. Commercial and service uses primarily serving tourists.
- **B-3** General Business District – Second Street, Richmond Road from Brooks Street to Ironbound Road. Commercial and service uses oriented to the automobile, oriented more toward local shopping needs. Allows more intensive uses such as automobile sales and service.
- **ED** Economic Development District – High Street area, Quarterpath Road/199 (CWF property). Major uses in a master planned mixed-use setting.
- **I** Limited Industrial District – Fifth Avenue (CWF Distribution Warehouse). Light-intensity industrial uses.

TEXT ISSUES TO CONSIDER

Limited Business Districts.

- **LB-1:** Consider increasing residential density to encourage use of second floors of new and existing buildings. Existing 8 units/net acre; 20-22 units/net acre should be considered.
- **LB-3:** Review residential density. Existing 8 units/net acre. Could leave as is or raise to 14 units/net acre. Adjacent to both RS-2 and RM-1 areas.
- **LB-4:** No changes needed at the present time.

Business Districts.

- **B-1:** Consider increasing residential density to match LB-1 District to encourage use of second floors of new and existing buildings. Existing 14 units/net acre; 20-22 units/net acre should be considered.
- **B-2:** Review permitted and special use permit uses. Should more residential uses be allowed (only residential allowed is multifamily

condominiums at 14 units/net acre, but in not more than 50% of a building).

- **B-3:** Consider reconfiguration to make this an “auto-oriented” district, with uses such as auto dealers and service establishments allowed by right. Should more residential uses be allowed (only residential allowed is multifamily condominiums at 14 units/net acre, but in not more than 50% of a building).

Other Districts

- **ED:** Reconfigure permitted and special use permit uses to allow more of a mixed-use development with a strong residential component. This would accommodate the new plans for High Street, and would allow greater flexibility for the proposed Riverside development (CWF Planning Area).
- **I:** No changed needed.

New Districts

- **Mixed Use:** Consider a new mixed use designation that could encompass the existing Mixed Use land use on the south side of Richmond Road between Brooks Street and Williamsburg Shopping Center (B-3 zoning), the existing Office land use on the north side of Richmond Road between Brooks Street and Westover Street (LBR zoning), and the General Business land use across from the Williamsburg Shopping Center that includes Westover and Bacon Streets (B-3 zoning). This would be a transitional district between the Richmond Road commercial corridor and the residential uses beginning at Brooks Street. The uses would be more restrictive than B-3, less restrictive than LBR, and would allow a residential component at an appropriate density.

MAP ISSUES TO CONSIDER

Mixed Use land use

- **Ironbound Road areas**
 - South of Berkeley Middle School – is this 10-acre area best designated for mixed use, or would a higher density residential category be a better fit? This could be a site for future student-oriented housing.
 - Eastern State corner (beside Wales subdivision at the Longhill Connector/Ironbound Road intersection) – is mixed use the appropriate designation for this area?
- **Downtown areas**
 - City Square area (LB-1) – no changes needed.
 - Richmond Road area (RDT) – includes Baptist and Presbyterian Churches. Is Mixed Use the best land use designation? Downtown Commercial would be the other appropriate designation.

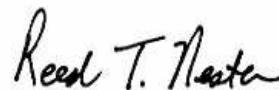
- **Midtown area**
 - Richmond Road between Brooks Street and Williamsburg Shopping Center (LB-2 recommended) – see “New Districts” discussion above.

Commercial land use

- **General Commercial** land use: consider limiting the General Commercial (B-3 zoning) designation to the Second Street area. This could become the City’s heavy commercial area, with less restrictive regulations for automobile related uses. General Commercial land use would be eliminated from the Williamsburg/Monticello Shopping Center area.
- **Corridor Commercial** land use: consider designating the Williamsburg/Monticello Shopping Center area as Corridor Commercial (B-2 zoning)
- **Downtown Commercial** land use: review the Braxton Court area in conjunction with the WRHA rehabilitation program to see if any adjustments to the Downtown Commercial designation (B-1 zoning) are needed.

Economic Development land use

- **High Street area:** consider including all of the High Street property in the Economic Development land use designation. Two properties that have been added (Williamsburg Chrysler-Jeep-Kia and Carolyn Court Motel) are designated as Corridor Commercial land use instead of Economic Development land use.
- **Riverside area (CWF planning area):** review the areas designated as Economic Development (ED zoning). There is a small area between Quarterpath Road and the Economic Development land use area that is designated Corridor Commercial land use – is this the proper designation?



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